

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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France

Post: Paris

French Buyer Reports 600 000 USD Sales Resulting from Buyers Mission

Report Categories:

Export Accomplishments - Other

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Report Highlights:

FAS Paris nominated one French buyer to participate in the Organic Trade Association's foreign buyers' mission to the Natural Products Expo West in Anaheim, California, from March 8-10, 2013. As a follow up, the French buyer estimates a total of \$600,000 projected sales resulting from this mission for the next twelve months.

General Information:

FAS Paris nominated one French buyer to participate in the Organic Trade Association's foreign buyers' mission to the Natural Products Expo West in Anaheim, California, from March 8-10, 2013. As a follow up, the French buyer estimates \$600,000 projected sales resulting from this mission for the next twelve months. The buyer has identified 28 serious manufacturers he wants to work with. He is already in negotiations with some of the U.S. exporters, but the negotiation process requires time, especially for the terms and conditions of the contract.

The buyer's estimate is a low projection and actual sales may increase to \$4 million sales, if a contract is signed in particular with a U.S company, located in California, producing seaweed snacks. The French importer is specialized in the foodservice sector and imports a large variety of U.S kosher Tex-Mex and Asian products. The French buyer was very happy of the organization of the mission and was thrilled about the dynamism of the organic sector shown at the trade show. Post will regularly follow up with the imports and inquiry about his actual sales.